

## **CLAIMS**

1. Process for the application of a cosmetic product (P), including a body care product, excluding depilatory waxes, this product being contained in a packaging device, the process including the following stages :

- placing the packaging device in a microwave oven,
- raising the temperature of the product by exposing it to microwave radiation inside the oven,
- applying the product by means of an applicator.

2. Process according to claim 1, characterised in that the packaging device incorporating the applicator and a container holding the product, the applicator is detached from the container before the product is exposed to microwave radiation.

3. Process according to any one of the foregoing claims, characterised in that the applicator is kept out of the oven when the product is being raised to temperature.

4. Process according to any one of the foregoing claims, characterised in that the applicator is placed in the oven and exposed to microwave radiation in order to raise its temperature at an application surface.

5. Process according to any one of the foregoing claims, characterised in that the product possesses properties which enable it to be applied hot, after heating, or at ambient temperature without heating.

6. Process according to any one of the foregoing claims, characterised in that the product is heated in the microwave oven so that it is brought to a temperature of between 30°C and 80°C.

7. Process according to any one of the foregoing claims, characterised in that the duration for which the product is exposed to microwave radiation is between 1 and 60 seconds, preferably between 2 and 50 seconds, or between 3 and 25 seconds.

8. Process according to any one of the foregoing claims, characterised in that the device presented in a heating position is in a recumbent position, wherein the height of the product relative to a surface on which the device is

placed is lower than the height of the product when the device is presented relative to this surface in a usage position.

5 9. Packaging device capable of being heated in a microwave oven, characterised in that it includes an applicator and a container holding a cosmetic product, including a body care product, excluding depilatory waxes.

10 10. Device according to the foregoing claim, characterised in that it includes an indicator (40 ; 45 ; 46 ; 47 ; 170) sensitive to the temperature of the product.

11. Device according to the foregoing claim, characterised in that the indicator (40 ; 47) is integral with the container holding the product.

12. Device according to any of claims 10 to 11 characterised in that the indicator (40 ; 170) is integral with the applicator at least when the device is placed in the microwave oven.

13. Device according to any of claims 10 to 12 characterised in that the indicator (40 ; 170) is integral with a closure element of the container at least when the device is placed in the microwave oven.

14. Device according to any one of claims 10 to 13, characterised in that the indicator (40 ; 45 ; 46 ; 47 ; 170) changes colour according to temperature, in particular around a transition temperature.

20 15. Device according to any one of claims 10 to 14, characterised in that the indicator changes its appearance in a reversible manner according to temperature.

25 16. Device according to any one of claims 10 to 15, characterised in that the indicator changes state at a temperature lower than that to which it is desired to heat the product.

17. Device according to any one of claims 10 to 16, characterised in that the indicator (40) includes at least one flexible support fixed, in particular by gluing, on the device.

30 18. Device according to any one of claims 10 to 17, characterised in that the indicator (46) is made by printing on the device of an ink incorporating a thermochromic pigment.

19. Device according to any one of claims 10 to 18, characterised in that the indicator is formed by incorporating a thermochromic pigment into the material of at least a part (45 ; 47) of the device.

5 20. Device according to any one of claims 10 to 19, characterised in that the container has a variable thickness, and in that the indicator covers at least two regions of dissimilar thickness of this container.

21. Device according to any one of claims 9 to 20, characterised in that it includes two indicators, each indicator having a different transition temperature.

10 22. Device according to any of claims 9 to 21, characterised in that it includes a closure element (42 ; 165) for the container.

23. Device according to any of claims 9 to 22, characterised in that the receptacle is permeable to microwaves.

15 24. Device according to any of claims 9 to 23, characterised in that it includes a reference mark (120) indicating to the user the position in which it should preferably be placed in the microwave oven.

25. Device according to any of claims 9 to 24, characterised in that it includes a wall arranged to allow it to be placed stably in a recumbent position, in particular a wall having a prismatic transverse cross-section offering at least one flat surface.

20 26. Device according to any of claims 9 to 25, characterised in that the device includes a notice (121) informing the user of the possibility of placing the device in a microwave oven.

25 27. Device according to any of claims 9 to 26, characterised in that it includes an anti-splash element designed to reduce the risk of product being expelled when the device is opened, under the effect of excess pressure created by heating the product, caused in particular by the expansion of air.

28. Device according to any of claims 9 to 27, characterised in that it includes a flow-reducing element serving in particular to reduce the risk of loss of product in case the container is accidentally overturned.

30 29. Device according to any of claims 9 to 28, characterised in that the product held in the container is liquid at ambient temperature.

30. Device according to any of claims 9 to 29, characterised in that it is devoid of metal.

31. Device according to any of claims 9 to 30, characterised in that the container includes a wall (41) made at least partially of a first material, and in  
5 that a thermal insulator (50 ; 60 ; 70 ; 80 ; 85) surrounds at least partially the external surface of the container.

32. Device according to claim 31, characterised in that the thermal insulator (50; 60; 70; 80) is made of a second material having a lower thermal conductivity than that of the first material.

10 33. Device according to any one of claims 9 to 32 characterised in that it includes a safety valve (150; 154; 176; 177) arranged to open in case of excess pressure in the container.

34. Device according to any one of claims 9 to 33 characterised in that it includes a stand capable of placing the container higher relative to a surface on  
15 which it is placed.

35. Device according to the foregoing claim, characterised in that the stand includes a temperature indicator.